

# Fashion Calendar 1948

Oct. 18, 1948

## JANUARY

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## OCTOBER

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## FASHION CALENDAR

NOTE: Events are repeated until they take place. New events, last minute changes and revisions are added each week as quickly as scheduled. FASHION CALENDAR asks your indulgence for the unavoidable changes and new events that come up between issues.

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
<u>WEEK ENDING FRIDAY, OCTOBER 15, 1948</u>			
Now Going On 10:00 A.M.- 10:00 P.M.	EXHIBIT OF KIDSKIN TANNING PROCESSES As part of the exhibition of the New England industries, the Kidskin Tanners' Guild is presenting an educational showing of kidskin tanning processes, with displays of kid and kid merchandise and one working exhibit showing the measuring of skins. Open to public through Nov. 10. Publicity for Kidskin Tanners' Guild: Muriel Powell, MU. 6-1623.	KIDSKIN TANNERS' GUILD (419 FOURTH AVENUE)	GRAND CENTRAL TERMINAL--E. BALCONY

Friday Oct. 15 10:30 A.M.	PRESS SHOWING; RESORT AND SPRING COLLECTION Jane Derby will present her Resort and Spring Collection to the press. Attendance by invitation only. Publicity: Eleanor Lambert, PL. 5-8580.	JANE DERBY	785 FIFTH AVENUE SHOWROOM
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### WEEK BEGINNING MONDAY, OCTOBER 18, 1948

Cancelled Oct. 18	THE HARRA FUR FASHION SHOW ORIGINALLY SCHEDULED FOR MONDAY, OCTOBER 18, AT THE HOTEL PLAZA DURING LUNCHEON, HAS BEEN CANCELLED.		
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Monday Oct. 18 2:00 P.M.	PRESENTATION OF FLORIDA FASHIONS "Fashions From The Fountain of Youth"--cruise and resort fashions will be presented with daily trade showings through Thursday, October 21. Contact: Susan B. Cree, Fashion Coordinator; or Mr. J.H. Perper, Managing Director; Hotel McAlpin, PE. 6-5700.	MIAMI FASHION COUNCIL	HOTEL McALPIN CRYSTAL ROOM
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Monday Oct. 18 4:00 P.M. Cocktails	PRESS SHOWING; SPRING AND RESORT COLLECTION Charles Armour will open his Spring and Resort Collection and introduce his new "5 foot 4" fashions. Attendance by invitation only. (Daily trade showings beginning Tuesday, October 19 at 2:30 P.M.) Contact: Gertrude Vanderbilt, LO. 5-1622.	CHARLES ARMOUR	498 SEVENTH AVENUE SHOWROOM
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Monday Oct. 18 4:30 P.M. Cocktails	PRESS SHOWING; SPRING FASHIONS FOR JUNIORS Informal showing of Joan Norton Irwin's Junior Fashions for the Resort and Spring Season. Showing at 5:00 P.M. Attendance by invitation only. Publicity: Rosemary Sheehan, CI. 7-8060.	JOAN NORTON IRWIN	270 PARK AVENUE (MARY LEWIS' APT.)
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Monday Oct. 18 7:30 P.M.- 9:30 P.M.	THIRD SESSION; FASHION TRAINING COURSE Subject: "Designing Trends"--Discussion of "Volume Dresses" by Netye Carson of Pat Hartley Casuals, Inc.; "High Fashion Dresses" by Ceil Chapman of Samuel Chapman, Inc.; "Shoes" by Kate G. Kamen of the Guild of Better Shoe Mfrs. Tuition fee for the series: \$15.00; or \$2.00 for each individual lecture. Contact: The Fashion Group, Inc., CI. 7-3940.	THE FASHION GROUP, INC. (9 ROCKEFELLER PLAZA)	BEEKMAN TOWER HOTEL 3 MITCHELL PLACE
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DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Monday Oct. 18- Oct. 20 7:45 P.M.	SEVENTEENTH ANNUAL FORUM SESSIONS "Our Imperiled Resources" is the overall subject of this year's Herald Tribune Forum. "The Use and Abuse of Natural Resources" will be discussed at the opening session, Monday evening, Oct. 18: second session, Tuesday, Oct. 19, 1:45 P.M., "Developing Human Resources Through Education"; Tuesday evening, "Balancing Security and Freedom"; final Forum session, Wednesday evening, Oct. 20, "National Politics in the International Crisis". Publicity: Mae Wolff, PE. 6-4000, Ext. 453.	N.Y. HERALD TRIBUNE	WALDORF-ASTORIA BALLROOM
Beginning Monday Oct. 18	SHOWING OF COATS FOR RESORT, CRUISE, SPRING Ken Whitmore will present continuous showings of their new line of "Contemporary Classics" coats in "painters' palette colors". For appointment, contact: Sylvia Leonard, Gussow-Kahn, MU. 9-0450.	KEN WHITMORE	230 WEST 39TH ST. 5TH FLOOR
Monday Oct. 18- Oct. 30	FASHION ADAPTION, LAYOUT AND ILLUSTRATION EXHIBIT A series of layouts with illustrations made for newspaper reproduction, showing the use of costumes of various nations as source material for dress design. Open to public. Contact: Dorothy Tyroler, CO. 5-2077.	TRAPHAGEN SCHOOL OF FASHION	1680 BROADWAY AT 52ND STREET
Beginning Monday Oct. 18	SHOWING OF CRUISE COLLECTIONS Pat Premo and Barney Max of Los Angeles will present continuous daily showings of their cruise collections. Contact: Irving Schwartz, CH. 4-4447.	PAT PREMIO AND BARNEY MAX	GRACE DOWNS PENTHOUSE PAVILLION--105 W. 40TH

Beginning Monday Oct. 18	<p>OPENING OF FOGA SPRING LINES The following members of the FOGA will present their Spring lines:</p> <p><u>MONDAY, OCTOBER 18</u>            Carlye Dress Corp.            Horwitz and Duberman, Inc.</p> <p><u>TUESDAY, OCTOBER 19</u>            A. Goodman &amp; Co., Inc.            Junior League Frocks, Inc.</p> <p><u>WEDNESDAY, OCTOBER 20</u>            Ben Barrack, Inc.</p> <p><u>THURSDAY, OCTOBER 21</u>            Capri Frocks, Inc.</p> <p><u>MONDAY, OCTOBER 25</u>            Paul Sachs Originals, Inc.            Frank Starr, Inc.</p> <p><u>TUESDAY, OCTOBER 26</u>            Fred Greenberg Dress Co., Inc.            Charles Lang, Inc.            Rudolf Gowns</p> <p><u>WEDNESDAY, OCTOBER 27</u>            Janet Taylor</p> <p><u>THURSDAY, OCTOBER 28</u>            International Dress Co., Inc.            Kaplan &amp; Graboia            David Leonard &amp; Levine Co.</p> <p>Contact: Leonard W. Gendler, Executive Secretary, CH. 4-6945.</p>	<p>FASHION ORIGINATORS' GUILD OF AMERICA</p> <p><u>FRIDAY, OCTOBER 29</u>            Samuel Kass Gowns, Inc.</p> <p><u>MONDAY, NOVEMBER 1</u>            C.H.D. Robbins Co.            Martin Simon, Inc.            Hannah Troy, Inc.</p> <p><u>THURSDAY, NOVEMBER 4</u>            Hansen Bang, Inc.            William Bass Dress Co.            Ed Gerrick, Inc.            Joseph Halpert, Inc.            Morris &amp; Marcus            Parnis-Livingston, Inc.</p> <p><u>MONDAY, NOVEMBER 8</u>            Deitsch, Wersba &amp; Coppola, Inc.            Herbert Sondheim, Inc.</p> <p><u>TUESDAY, NOVEMBER 9</u>            Fox-Brownie, Inc.            Suzanne-Augustine, Inc.</p> <p><u>WEDNESDAY, NOVEMBER 10</u>            Mary Lee, Inc.            Ben Reig, Inc.</p>	<p>INDIVIDUAL NEW YORK SHOWROOMS</p>
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DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Beginning Monday Oct. 18	JUNIOR DRESS CREATORS SPRING OPENINGS <u>MONDAY, OCT. 18:</u> Horwitz & Duberman; John Irwin Dresses; Silver Jr. <u>TUESDAY, OCT. 26:</u> Arkay Junior Frocks, Inc.; Babs Junior, Inc.; Joanne Junior--Zinn Bros.; Junior Formals, Inc.; Mairell Junior; Margot Dresses, Inc.; Modern Age Junior. <u>WEDNESDAY, OCT. 27:</u> International Junior <u>WEDNESDAY, NOV. 3:</u> Young American Deb., Inc. Contact individual manufacturers.	JUNIOR DRESS CREATORS OF NEW YORK, INC.	INDIVIDUAL N.Y. SHOWROOMS
Tuesday Oct. 19 9:15 A.M. Breakfast	PRESS PREVIEW OF RESORT PLAYCLOTHES George Morton, Inc., will present a press showing of playclothes for resort wear. Showing at 9:45 A.M. Commentator: Barbara Welles, Station WOR. Attendance by invitation only. Publ.: Dunhan Associates, PL.7-6975.	GEORGE MORTON, INC. (44 E. 32ND STREET)	HOTEL ASTOR COLLEGE HALL SUITE
Tuesday Oct. 19 11:00 A.M.	NEW HAIR STYLES BY GUILLAUME OF PARIS Lentheric will invite the press to meet Guillaume, hair stylist from Paris. Attendance by invitation only. Publ.: Kay Inglis-Jones, PL.3-6300.	LENTHERIC	5TH AVE. & 53RD ST.
Tuesday Oct. 19 1:00 P.M. Luncheon	NEW MILLINERY AT LUNCHEON SHOW Fall and Winter millinery will be presented by Laddie Northridge. Press by invitation. Public by reservation. Contact: PL. 3-4600, Ext. 20. Laddie Northridge Publicity: Elizabeth Maher Associates, EL. 5-4248. Ritz Fashion Publicity: Marion Morrison, PL. 3-4600.	LADDIE NORTHRIDGE	RITZ CARLTON HOTEL OVAL ROOM
Tuesday Oct. 19 4:00 P.M. Cocktails	BATHING SUIT FASHIONS SPONSORED BY "ESQUIRE" "Esky Runs a Fashion Show" with a showing of the Shepherd Bathing Suit Collection for 1949, "designed from a man's point of view". Showing at 5:00 P.M. Commentator: Oscar Schoeffler, fashion editor of Esquire. By invitation only. Publ.: Ruth Norton, Norman D. Waters & Assoc., MU. 5-8950.	SHEPHERD KNITWEAR CO.	RITZ CARLTON HOTEL CRYSTAL GARDEN
Beginning Tuesday Oct. 19	SHOWING OF CUSTOM- MADE COLLECTION Helen de Huene will present her new custom-made dress, suit and coat collection from 3:00 P.M. to 6:00 P.M. daily. Contact: EL. 5-1337.	HELEN de HUENE	21 EAST 57TH ST. SALON
Wednesday Oct. 20 12:30 P.M. Luncheon	"DIAMONDS U. S. A.": DIAMOND FASHIONS - 1949 First nationwide showing of diamonds for the new formal season presented at a luncheon for the N.Y. fashion press. <u>New York jewelers</u> --Black, Starr & Gorham, Cartier, Van Cleef & Arpels, and Harry Winston; <u>Boston jewelers</u> --Shreve, Crump & Low; <u>Chicago jewelers</u> --C.D. Peacock; <u>Cleveland jewelers</u> --Webb C. Ball Co.; <u>Dallas jewelers</u> --Arthur A. Everts Co.; and <u>Linz Bros.</u> ; <u>Detroit jewelers</u> --Wright, Kay & Co.; <u>Los Angeles jewelers</u> --B.D. Howes & Son, Brock & Company, and Donovan & Seamans; <u>New Orleans jewelers</u> --Coleman E. Adler & Sons; <u>Philadelphia jewelers</u> --J.E. Caldwell & Co.; <u>San Francisco jewelers</u> --Shreve & Co.; <u>St. Louis jewelers</u> --Mermod-Jaccard-King. By invitation only. Publ.: Jean Shanley, CI. 6-0200.	N.W. AYER & SON, INC.	RITZ CARLTON HOTEL CRYSTAL GARDEN



<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Wednesday Oct. 20 1:00 P.M. Luncheon	FUR ORIGINALS AT LUNCHEON SHOW House of Aronowicz will present a collection of furs for Fall and Winter 1949, including a group of fur accessories. Hats by John-Frederics. Press by invitation. Public by reservation; contact: "Francois", Cotillion Room headwaiter, TE. 8-8000. Hotel Pierre Fashion Publicity: Mrs. Herbert MacGray Hanscom, TE. 8-8000.	ARONOWICZ, INC. (19 WEST 57TH ST.)	HOTEL PIERRE COTILLION ROOM
Wednesday Oct. 20 3:30 P.M. Cocktails	"KOUFY MODELS" FOR SPRING: PRESS PREVIEW Mr. C. Charles, designer and Managing Director of Chas. Kuperstein Ltd. of London, will present his "Koupy Models" 1949 Spring Collection, misses coats and suits. Showing at 4:00 P.M. Attendance by invitation only. Showings for the trade daily at 10:30 A.M. and 2:30 P.M. at the Sherry Netherland from Oct. 21 through Nov. 4. Contact: Dorothy V. E. Smee, U.S. Representative, GR. 7-0758.	CHAS. KUPERSTEIN LTD. (LONDON, ENGLAND)	SHERRY NETHERLAND 5TH AVE. & 59TH ST.
Wednesday Oct. 20 4:30 P.M. Cocktails	PRESS SHOWING OF EVENING MILLINERY Walter Florell will present "Top Hat - White Tie", press showing of hats for formal occasions. Attendance by invitation only. Publicity: Mildred Kaldor, MU. 9-5420.	WALTER FLORELL	29 EAST 53RD STREET SALON
Thursday Oct. 21 8:45 A.M. Breakfast	SHOWING OF RESORT AND SPRING FASHIONS Lindley Originals, formerly Ben Lindner Inc., will present a showing of Resort and Spring fashions, designed by Gertrude Rothschild. Showing promptly at 9:15 A.M. Attendance by invitation only. Contact: MU. 9-5422.	LINDLEY ORIGINALS INC. (1400 BROADWAY)	HOTEL PLAZA TERRACE ROOM
Beginning Thursday Oct. 21 10:30 A.M.	SPRING SHOWINGS BY CEIL CHAPMAN Spring collection, designed by Ceil Chapman, will be presented at 10:30 A.M. and 2:30 P.M. daily, beginning Thursday, October 21. Contact: LA. 4-5800.	SAMUEL CHAPMAN	530 SEVENTH AVENUE SHOWROOM
Thursday Oct. 21 1:00 P.M. Luncheon	HOLIDAY FASHIONS AT LUNCHEON SHOW "Fashion Portraits"--Russeks will present a collection of satins, tapes-tries and velvets reminiscent of the "gilt frame era". Press by invitation. Public by reservation; contact Ronnie MacNichol, PL. 3-1740, Ext. 176. Russeks Publicity: Helen Moran, WI. 7-1900. Hotel Plaza Fashion Publ.: Dorothy Wentworth King or Adele Brown, PL. 3-1740.	RUSSEKS FIFTH AVENUE	HOTEL PLAZA TERRACE ROOM
Beginning Thursday Oct. 21 2:30 P.M.	RESORT AND SPRING OPENING FOR TRADE Kiviette will present her Resort and Spring collection at 2:30 P.M. on October 21; and at 10:30 A.M. and 2:30 P.M. daily thereafter. Contact: Dorothy Hermet, PL. 7-8750.	KIVIETTE	15 WEST 47TH STREET
Thursday Oct. 21 3:00 P.M.- 6:00 P.M. Cocktails	PRESS SHOWING OF SWIM SUIT FASHIONS Flexees will present their 1949 line of "Sea Molds" swim suits at a showing for the press. Attendance by invitation only. Publicity: Veronique Hall, PL. 7-6300.	FLEXEES	417 FIFTH AVENUE SHOWROOM



<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Thursday Oct. 21 4:00 P.M. Cocktails	TED SHORE RESORT AND SPRING COLLECTION Frank Starr will present a press showing of the Resort and Spring collection of afternoon and dinner gowns, designed by Ted Shore. Attendance by invitation only. Showings for the trade beginning Monday, October 25. Contact: Marian Auley, LA. 4-7690.	FRANK STARR, INC.	530 SEVENTH AVENUE SHOWROOM
Friday Oct. 22	OPENING OF SPRING COLLECTION Renel will present their Spring Collection. Contact: RH. 4-5656.	RENEL, LTD.	751 MADISON AVENUE
Monday Oct. 25 4:30 P.M. Cocktails	PRINT FASHIONS FOR RESORT AND SPRING Robaix will present their exclusive prints for Resort and Spring in fashions created by America's leading designers at an all-print fashion show. Attendance by invitation only. Publ.: Mildred Kaldor, MU. 9-5420.	ROBAIX, INC.	HOTEL PLAZA TERRACE ROOM
Monday Oct. 25- Oct. 28	FIFTEENTH ANNUAL NATIONAL SHOE FAIR Shoe buyers from the U.S. and Canada will participate in the largest National Shoe Fair in history. Spring footwear fashions will be displayed in four Chicago hotels: Palmer House, Stevens, Morrison and Congress. Contact: George E. Gayou, Mgr., Palmer House, Rm 953W, Chicago, Illinois.	NATIONAL SHOE MFRS.; NATIONAL SHOE RETAILERS	FOUR LEADING CHICAGO HOTELS
Tuesday Oct. 26 1:00 P.M. Luncheon	LUNCHEON FASHION PRESENTATION Showing of daytime and evening fashions during luncheon. Press by invitation. Public by reservation; contact: PL. 3-4600, Ext. 20. Contact: Milton Cline, TE. 8-5595. Ritz Fashion Publ.: Marion Morrison, FL. 3-4600.	SADA SACKS (671 MADISON AVE.)	RITZ CARLTON HOTEL OVAL ROOM
Tuesday Oct. 26 1:00 P.M. Luncheon	FASHION PRESENTATION BY HARPER'S BAZAAR Annual luncheon and fashion show by the National American Women's Voluntary Services, with a showing of new Winter and Resort fashions from top American designers, selected and presented by "Harper's Bazaar". Price: \$5.00 per person. For tickets, contact: A.W.V.S., 99 Park Avenue, LE. 2-1722. Publicity: Julie R. Stein, LE. 2-1722.	AMERICAN WOMEN'S VOLUNTARY SERVICES	HOTEL PLAZA TERRACE ROOM
Tuesday Oct. 26- Oct. 29 2:30 P.M.; 8:30 P.M.	"FASHIONS OF THE TIMES": SEVENTH EDITION The New York Times will present its Seventh Annual Fashion Show "Fashions of the Times", with two performances daily, matinee and evening, on Tuesday, Wednesday, Thursday and Friday. Tickets: \$3.60 (including tax). Contact: Virginia Lally, N.Y. Times Promotion Dept., LA. 4-1000, Ext. 507.	NEW YORK TIMES	N.Y. TIMES HALL 240 WEST 44TH ST.
Beginning Tuesday Oct. 26	SHOWING OF SPRING COLLECTION Kory Junior Spring Collection, designed by Lester Wicks, will be presented at 10:30 A.M. and 2:30 P.M. daily. Contact: PE. 6-0287.	KORY JUNIOR, INC.	1375 BROADWAY 24TH FLOOR
Wednesday Oct. 27 1:00 P.M. Luncheon	MILLINERY FASHIONS AT LUNCHEON SHOW New millinery fashions by Eve Tartar at a luncheon show. Press by invitation. Public by reservation; contact: "Francois", Cotillion Room headwaiter, TE. 8-8000. Eve Tartar contact: Estell Staub, TE. 8-5254. Hotel Pierre Fashion Publ.: Mrs. Herbert MacGrey Hanscom, TE. 8-8000.	EVE TARTAR (676 MADISON AVE.)	HOTEL PIERRE COTILLION ROOM



<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Wednesday Oct. 27 2:30 P.M.	SHOWING OF WOMEN'S COMPLETE WARDROBE Coats, suits, dresses, gowns, and millinery for women will be presented at Altman's. Open to public. Publicity: Etta Daub, MU. 9-7000, Ext.412	B. ALTMAN & CO.	3RD FLOOR
Wednesday Oct. 27 4:30 P.M. Cocktails	SHOWING OF SPRING FABRICS COLLECTION Miron's merchandise and fashion clinic to introduce their Spring fabrics collection. Cocktails and buffet dinner will be served. Attendance by invitation only, for Miron's franchised piece goods departments and the fabric press. Publicity: Eleanor W. Howard, Promotion Director for Miron, LE. 2-8340.	MIRON WOOLENS	HAMPSHIRE HOUSE COTTAGE
Wednesday Oct. 27 4:30 P.M. Cocktails	"RAINBOW SHOWING" OF SWIMSUIT FASHIONS "Gantron" Swimsuits for 1949 will be presented at a "Rainbow Showing" by Gantner of California. Attendance by invitation only. Publicity: Mildred Brandon or Alma Pitts, WI. 7-0987.	GANTNER OF CALIFORNIA	RAINBOW ROOM ROCKEFELLER CENTER
Beginning Wednesday Oct. 27	OPENING OF SPRING COLLECTION Daily showings at 10:30 A.M. and 2:30 P.M. of the Spring collection, designed by Jennifer. Contact: Louis Galosy or Estelle Schwartz, BR. 9-9328.	HAROLD SUSMAN, INC.	498 SEVENTH AVENUE SHOWROOM
Thursday Oct. 28 12:15 P.M. Luncheon	HOME FURNISHINGS LUNCHEON MEETING Subject: "Inside Today's House--It's furnishings--Do they face the facts of living? What about design trends versus style shifts?" Speaker: George Nelson, architect, industrial designer and editor of "Interiors" magazine. Rebuttal by Charles S. Shaughnessy, Vice Pres. of Macy's, N.Y. Other speaker will be announced later. Chmn. of Home Furnishings Div.: Helen Kelly. Price (incl. tax and tip): \$3.10 for members; \$3.50 for guests. Contact: The Fashion Group, Inc., CI. 7-3940.	THE FASHION GROUP, INC. (9 ROCKEFELLER PLAZA)	HOTEL BILTMORE BALLROOM
Thursday Oct. 28 1:00 P.M. Luncheon	SHOES AND ACCESSORIES AT LUNCHEON SHOW I. Miller will present cocktail, dinner, and dressy daytime shoes during luncheon. Press by invitation. Public by reservation; contact: Ronnie MacNichol, PL. 3-1740, Ext. 176. I. Miller Publicity: Alexander Tarsaidze, BR. 9-2000. Hotel Plaza Fashion Publicity: Dorothy Wentworth King or Adele Brown, PL. 3-1740.	I. MILLER	HOTEL PLAZA PERSIAN ROOM
Oct. 31	HALLOWE'EN (Sunday)		
Oct. 31	GIRL SCOUT WEEK (Oct. 31 -- Nov. 6)		
Monday Nov. 1- Nov. 7 12:00 Noon- 11:00 P.M.	TWENTY-FIFTH ANNUAL WOMEN'S EXPOSITION The Silver Jubilee of the Women's International Exposition will include cultural, educational and industrial activities. Special feature will be a new sewing machine which will be introduced to the press on the Thursday afternoon preceding the opening of the Exposition. Admission: \$.50 plus tax. Publicity: Aileen Fogarty, PL. 9-4765.	WOMEN'S INTERNATIONAL EXPOSITION	71ST REG. ARMORY 34TH & PARK AVENUE



<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Monday Nov. 1 12:30 P.M. Luncheon	BENEFIT LUNCHEON AND FASHION SHOW Sydell will present her collection of original Fall and Winter custom-made suits, dresses and evening gowns, concluding with a bridal procession. Show at 3:00 P.M. For benefit of Federation for European Relief. For tickets, contact: LE. 2-3780. Sydell contact: PL. 8-0892.	SYDELL (666 FIFTH AVE.)	WALDORF-ASTORIA WEDGWOOD ROOM
Nov. 2	ELECTION DAY (Tuesday).		
Tuesday Nov. 2- Nov. 9	SIXTIETH NATIONAL HORSE SHOW AT MADISON SQUARE GARDEN. Eight evening and eight matinee performances of the 60th National Horse Show at Madison Square Garden, with daily performances at 2:00 P.M. and 7:45 P.M. Publicity: Elser & Cothran, MU. 7-7837.		
Wednesday Nov. 3 1:00 P.M. Luncheon	LUNCHEON FASHION PRESENTATION Mary Black of London will present her fashions during luncheon. For benefit of Tree Planting Division of the Park Ass'n of N.Y. Press by invitation. Public by reservation; contact, "Francois", Cotillion Room headwaiter, TE. 8-8000. Hotel Pierre Publicity: Mrs. Herbert MacGrey Hanscom, TE. 8-8000.	MARY BLACK OF LONDON	HOTEL PIERRE COTILLION ROOM
Wednesday Nov. 3 1:00 P.M. Luncheon	SHOWING OF GIFTS AT LUNCHEON SHOW Luncheon showing of Georg Jensen gifts. Press by invitation. Public by reservation. Contact "Frank", headwaiter, EL. 5-3000. Georg Jensen contact: Irene McCallum, EL. 5-6630. Ted Saucier Publicity Office: Annette Goodrich, EL. 5-3000.	GEORG JENSEN	WALDORF-ASTORIA SERT ROOM
Beginning Wednesday Nov. 3- Nov. 9 2:00 P.M. And 4:00 P.M.	MOYEN ORIGINALS FOR RESORT, SPRING, SUMMER Sam Friedlander will feature new neckline fashions in the presentation of his Resort, Spring and Summer collection. Showings daily from Wednesday, Nov. 3, through Tuesday, Nov. 9 at 2:00 P.M. and 4:00 P.M. For reservations, contact: Agatha Phillips, PE. 6-2663. Publicity: Mildred Kaldor, MU. 9-5420.	SAM FRIEDLANDER	530 SEVENTH AVENUE SHOWROOM
Wednesday Nov. 3 3:00 P.M.	PREMIERE SHOWING OF CUSTOM-MADE CLOTHES Lilly Dache will present a Premiere Showing for the press of her custom-made fashions. By invitation only. Publicity: Eleanor Lambert, PL. 5-8580.	LILLY DACHE	78 EAST 56TH STREET SALON
Wednesday Nov. 3 4:30 P.M.	PRESS SHOWING OF SOPHIE ORIGINAL HATS Preview of Sophie Original Hats designed by Otto Lucas. Attendance by invitation only. Publicity: Helen Kauper, PL. 3-4000.	SAKS FIFTH AVENUE	PLACE TO BE ANNOUNCED
Thursday Nov. 4 9:45 A.M. Breakfast	"AIR HAPPY FASHIONS" FOR TRAVEL AND RESORT "Air Happy Fashions" will be presented by Lane Bryant showing a collection of travel and resort wear for the larger sizes in chubby, miss and women's styles. Attendance by invitation only. Publicity: Paula Miller, LE. 2-0200, Ext. 340.	LANE BRYANT	PARK AVENUE THEATRE 487 PARK AVENUE



<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Thursday Nov. 4 1:00 P.M. Luncheon	FUR FASHIONS AT LUNCHEON SHOW Presentation of Ritter Original "Symphony Fur Fashions" at a luncheon show. Press by invitation. Public by reservation; contact Ronnie MacNichol, PL. 3-1740, Ext. 176. Ritter Publicity: Claire A. Wolff, LO. 4-7230. November and December Fashion Shows at The Plaza on Thursdays are being handled by Mary Alice Rice, CI. 6-1790.	RITTER BROTHERS	HOTEL PLAZA TERRACE ROOM
Thursday Nov. 4 3:30 P.M.	PRESS SHOWING OF "FASHIONS IN FIGURES" Flexees will present "Fashions in Figures" for Spring 1949, at a special press showing of brassieres, girdles and combinations. Showing promptly at 4:00 P.M. By invitation only. Publicity: Veronique Hall, PL. 7-6300.	FLEXEES	417 FIFTH AVENUE SHOWROOM
Nov. 5	HORSE SHOW BALL AT WALDORF-ASTORIA (Friday)		
Monday Nov. 8 1:00 P.M. Luncheon	LUNCHEON FASHION PRESENTATION Furs by Maximilian, with fashions by Fira Benenson, and hats by Mr. John will be presented at a luncheon show sponsored by Junior League of New York. Publicity for Maximilian: Rosemary Sheehan, CI. 7-8060. Hotel Pierre Publicity: Madeleine Riordan, TE. 8-8000.	FOR BENEFIT OF JUNIOR LEAGUE	HOTEL PIERRE COTILLION ROOM
Monday Nov. 8- Nov. 12	SPRING CORSET AND BRASSIERE MARKET WEEK Collective showing by approximately 80 exhibitors of the Corset and Brassiere Exhibitors Guild during the Spring Market Week. Contact: Jed Sylbert, chairman, 220 Fifth Ave., MU. 3-1593.	CORSET AND BRASSIERE EXHIBITORS GUILD	HOTEL McALPIN 5TH AND 6TH FLOORS
Tuesday Nov. 9 11:00 A.M. and 8:30 P.M.	ANNUAL FASHION SHOWING OF FOUNDATION GARMENTS "Looking Forward" -- trade and press showing of fashion foundations for 1949 by the Warner Bros. Co. Attendance by invitation only. Publicity: Anne M. Ketcham, MU. 3-1194.	WARNER BROS. CO.	HOTEL ASTOR GRAND BALLROOM
Wednesday Nov. 10 11:00 A.M.	PRESS PREVIEW OF HELEN LIEBERT HATS Preview of Helen Liebert's hats designed for Resort and Spring wear. Attendance by invitation only. Publicity: Mildred Newton, PL. 3-2936.	HELEN LIEBERT	ATOP 19 WEST 57 ST. SALON
Wednesday Nov. 10 1:00 P.M. Luncheon	CASUAL FASHIONS AT LUNCHEON SHOW Presentation of casual fashions at a luncheon show. Press by invitation. Public by reservation, contact: "Frank", headwaiter, EL. 5-3000. Ted Saucier Publicity Office: Annette Goodrich, EL. 5-3000.	CASUAL CLOTHES INC. (744 MADISON AVENUE)	WALDORF-ASTORIA SERT ROOM
Wednesday Nov. 10 4:00 P.M.- 6:00 P.M. Cocktails	SHOWING OF NYLON FABRICS TO PRESS Preview of exciting new sheer nylon fabrics designed by William Winkler, at a "Dansant Party" for the press. Contact: Vera Milo, promotion director for William Winkler, WI. 7-4613. Fashion Show Publicity: Rosemary Sheehan, CI. 7-8060.	WILLIAM WINKLER FABRICS (BLUE RIDGE TEXTILE CO.)	RITZ CARLTON HOTEL CRYSTAL GARDEN
Nov. 11	ARMISTICE DAY (Thursday)		



<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Thursday Nov. 11 12:30 P.M. Luncheon	"SPRING MAGIC" -- MILLINERY FASHIONS The Millinery Designers League will present their semi-annual luncheon showing of Advance Spring hats. Press by invitation. Luncheon tickets available to the trade. Price: \$12.50. Contact: Arne Hoerer, PE. 6-8444.	MILLINERY DESIGNERS LEAGUE	WALDORF-ASTORIA WEDGWOOD ROOM
Beginning Thursday Nov. 11	OPENING OF SPRING COLLECTION Carmel Brothers will present their Spring Collection of coats and suits on Thursday, Nov. 11, at 10:30 A.M.; and daily thereafter at 10:30 A.M. and 2:30 P.M. Press invited. Contact: Laurence Carmel, LA. 4-3310.	CARMEL BROTHERS	530 SEVENTH AVENUE SHOWROOM
Tuesday Nov. 16 12:30 P.M. Luncheon	BENEFIT LUNCHEON FASHION PRESENTATION Luncheon showing for benefit of the Judson Health Center, showing furs by Maximilian with hats by Walter Florell and fashions by Fira Benenson. Publicity for Maximilian: Rosemary Sheehan, CI. 7-8060. Price of tickets: \$6.00. Checks payable to: Elizabeth C. Kenyon, benefit treasurer, Judson Health Center, 237 Thompson Street, SP. 7-0683.	FOR BENEFIT OF JUDSON HEALTH CENTER	WALDORF-ASTORIA STARLIGHT ROOF
Tuesday Nov. 16 2:30 P.M.	HOLIDAY FASHIONS BY HENRY ROSENFELD Holiday and resort fashions by Henry Rosenfeld will be presented by Russeks. Open to public. Publicity: Helen Moran, WI. 7-1900.	RUSSEKS FIFTH AVENUE	7TH FLOOR
Tuesday Nov. 16 4:00 P.M.- 6:00 P.M. Tea	SHOWING OF SPRING MILLINERY FASHIONS Millinery Creators Guild will present hats by the following milliners: Bernice Charles; Harryson Hats; G. Howard Hodge; Jeanne Tete; Edgar J. Lorie; Milgrim Hats; Germaine Montabert; Vogue Hats-Garfunkel Makers. For press and trade by invitation only. Publ.: Ruth Weintraub, PL. 3-2116.	MILLINERY CREATORS GUILD	ST. REGIS HOTEL ROOF
Wednesday Nov. 17 1:00 P.M. Luncheon	PALM BEACH FURS AT LUNCHEON SHOW Dein-Bacher will present fur fashions for resort wear. Press by invitation. Public by reservation; contact: "Frank", headwaiter, EL. 5-3000. Dein-Bacher Publicity: Winsome Courtney, PL. 9-5913. Ted Saucier Publicity Office: Annette Goodrich, EL. 5-3000.	DEIN-BACHER OF THE WALDORF	WALDORF-ASTORIA SERT ROOM
Monday Nov. 22 1:00 P.M. Luncheon	LUNCHEON FASHION PRESENTATION Russeks will present a fashion show during luncheon. Press by invitation. Public by reservation; contact: Ronnie MacNichol, PL. 3-1740, Ext. 176. Russeks Publicity: Helen Moran, WI. 7-1900. November and December Fashion Shows at The Plaza on Thursdays are being handled by Mary Alice Rice, CI. 6-1790.	RUSSEKS FIFTH AVENUE	HOTEL PLAZA TERRACE ROOM
Tuesday Nov. 23 4:00 P.M. Cocktails	PRESS SHOWING OF SPRING COLLECTION Bellciano will present a press preview of new coats and suits for Spring. One of these suits (the winner's choice) will be awarded as door prize to the holder of a lucky number. Attendance by invitation only. Publicity: Harvey Stein, LO. 3-6569.	DAVE BELLSEY CO.	512 SEVENTH AVENUE SHOWROOM
Nov. 25	THANKSGIVING DAY (Thursday)		



MUSIC...MOVIES...THEATRES...TELEVISION

- Monday  
Oct. 18  
OPENING: "THE LEADING LADY" NATIONAL THEATRE, 41ST ST. W. OF B'WAY  
Ruth Gordon is both author and star of "The Leading Lady", the story of the feminine half of a great acting team in the American theatre at the turn of the century. Co-stars are Ian Keith and John Carradine. Directed and produced by Garson Kanin. Associate Producers: Victor Samrock and William Field. Settings: Donald Oenslager. Costumes: Mainbocher. Publicity: William Field, CI. 5-7930.
- Tuesday  
Oct. 19  
OPENING: "MY ROMANCE" SHUBERT THEATRE, 44TH ST., W. OF B'WAY  
The Messrs. Shubert present a musical play based on the 1913 hit "Romance" by Edward Sheldon. Adaptation by Rowland Leigh with music by Sigmund Romberg. Starring Anne Jeffreys, Luella Gear, Lawrence Brooks. Settings: Watson Barratt. Costumes: Lou Eisele. Directed by Rowland Leigh. Publicity: Claude Grenoker, CI. 6-9500.
- Tuesday  
Oct. 19  
PREMIERE: "A SONG IS BORN" (Movie) ASTOR THEATRE, B'WAY & 45TH STREET  
Samuel Goldwyn's technicolor production starring Danny Kaye, with Virginia Mayo. The story of the exposition of jazz. Directed by Howard Hawks. Costumes by Sharaff. Publicity: Lynn Farnol, PL. 7-7900.
- Wednesday  
Oct. 20  
OPENING: "LIFE WITH MOTHER" EMPIRE THEATRE, 40TH ST. & B'WAY  
Oscar Serlin's production of the Howard Lindsay-Russel Crouse play concerning further events in the annals of the Clarence Day family, starring Dorothy Stickney and Howard Crouse. Directed by Guthrie McClintic. Sets and costumes by Donald Oenslager with the third act of the Day town house by Stewary Chaney, who did the original "Life With Father" sets. Publicity: Harry Forwood, CI. 5-6371.
- Wednesday  
Oct. 20  
PREMIERE: "THE THREE MUSKETEERS" (Movie) LOEWS STATE, 1540 B'WAY  
M.G.M.'s technicolor release of the Alexander Dumas classic starring Gene Kelly, Lana Turner, June Allyson and Van Heflin. Director: George Sydney. Producer: Pandro S. Berman. Costumes: Walter Plunkett. Publicity: Herbert Crooker, LU. 2-2000.
- Thursday  
Oct. 21  
8:00 P.M.-  
9:00 P.M.  
TELEVISION: "THE GLORIA SWANSON HOUR" STATION WPIX, CHANNEL 11  
Program includes: "Fashion Trends" with group from collection of Anthony Blotta; "Glamour On A Budget" with Valerie Mason spotlighting shoes for cocktail and afternoon. Director: Dick Rose. Fashion coordinator: Kay Bardsley. Publicity: Clint Bolton, WPIX, MU. 2-1234.
- Thursday  
Oct. 21  
PREMIERE: "THE RED SHOES" (Movie) BIJOU THEATRE, 45TH ST., W. OF B'WAY  
Eagle-Lion release of the J. Arthur Rank technicolor production, a story of the ballet and its stars. Produced and directed by Michael Powell and Emeric Pressburger, starring Moira Shearer, Anton Walbrook, Marius Goring and Leonide Massine. A full length ballet on the Hans Christian Anderson fable about the girl who falls in love with her red shoes. Sets and ballet costumes by Heine Heckroth. Modern day clothes by Jacques Fath of Paris, Mattli of London, and Carven of Paris. (All seats reserved). Publicity: Maria Van Slyke, PL. 7-1600.
- Wednesday  
Oct. 27  
OPENING: "MINNIE AND MR. WILLIAMS" MOROSCO THEATRE, 45TH ST. W. OF B'WAY  
John Gassner & David Dietz will present the Richard Hughes play with Eddie Dowling and Josephine Hull in the leading roles. Directed by Eddie Dowling. It is the story of a Welsh minister and his wife who take in a foundling. Settings: Mordi Gassner. Publicity: Perlman & Byram, PL. 7-4687.